

NATIONAL COMMUNICATIONS AUTHORITY



DIGITAL TERRESTRIAL TELEVISION (DTT) FREE-TO-AIR (FTA) PROGRAMME CHANNEL SERVICE AUTHORISATIONS

SELECTION AND AWARD PROCEDURE

DECEMBER, 2016

REQUEST FOR APPLICATIONS

1. The NATIONAL COMMUNICATIONS AUTHORITY (NCA) invites applications from eligible entities registered under the Ghana Companies Code, 1963, Act 179 for the grant of authorizations to establish, maintain and operate a Digital Terrestrial Television (DTT) Free-to-Air (FTA) Programme Channel on the national DTT Multiplex.
2. The Applicant(s) for the Digital Terrestrial Television (DTT) Free-to-Air (FTA) Programme Channel Authorization should possess a Certificate of Incorporation, Certificate to Commence Business and Company Regulations from the Registrar General's Department as well as hold an up to date Certificate of Income Tax where applicable. Copies of the afore-mentioned Certificates should be submitted with the application.
3. The **Selection and Award Procedure Document** can be accessed on the Authority's website: www.nca.org.gh.
4. All applications duly sealed are to be submitted at the Director General's Secretariat and addressed to:

**The Director General
National Communications Authority
NCA Tower, No. 6. Airport City
Accra**

on or before **5pm on Monday, January 30, 2017**. Applications shall not be received after the above stipulated deadline.

5. The Authority intends to issue:
 - a) a total of up to **fourteen (14) Authorisations** for Digital Terrestrial Television (DTT) Free-to-Air (FTA) Programme Channel
 - i. **Four (4) of which would have national coverage** and
 - ii. **Ten (10) of which would have regional coverage**; one (1) each for the ten (10) regions of Ghana in accordance with the Selection and Award Procedure.
 - b) A total of **Twenty (20) authorisations** for Digital Radio Service on TV Multiplex each with national coverage
6. All applications shall be accompanied by a **non-refundable** application fee of:
 - a) **Thirty-Eight Thousand, Five Hundred Ghana Cedis (GHS38,500.00)** for DTT programme channel with national coverage.

- b) **Eleven Thousand Five Hundred and Fifty Ghana Cedis (GHS11,550.00)** for applications for DTT programme channel with regional coverage for Greater Accra, Ashanti and Western Regions.
 - c) **Seven Thousand, Seven Hundred Ghana Cedis (GHS7,700.00)** for applications for DTT programme channel with regional coverage for Eastern, Volta, Central, Brong Ahafo, Northern, Upper East and Upper West Regions.
 - d) **One Thousand Ghana Cedis (GHS1,000.00)** for Digital Terrestrial Radio Service on DTT Multiplex with nationwide coverage.
7. Any Applicant may communicate for clarification on the subject in writing to the DIRECTOR GENERAL, NATIONAL COMMUNICATIONS AUTHORITY, **on or before 5pm on January 13, 2016**. An electronic copy should be sent to dtapplications@nca.org.gh.
8. Companies that have already made applications to the Authority for the above mentioned services are advised to reapply in accordance with the terms and conditions of the selection and award procedure document. Application fees that may have already been paid would still be valid.

**Issued by the Director General
12th December, 2016**

Table of Contents

CHAPTER 1	6
BACKGROUND	6
1.0 Introduction	6
1.1 Legal, Regulatory and Policy Environment	7
1.1.1 Policies	7
1.1.2 Laws	7
1.1.3 Regulations and Guidelines	7
1.1.4 Broadcasting Bill	8
1.1.5 Policy for the Transition from Analogue to Digital Broadcasting	8
1.2 Overview of the Existing Broadcasting Industry in Ghana	10
1.2.1 F M R a d i o Broadcasting	10
1.2.2 Television Broadcasting	11
1.2.3 Digital Terrestrial Television Broadcasting in Ghana	14
1.2.4 The Transition from Analogue to Digital Television	15
CHAPTER 2	19
THE DTT FTA SINGLE CHANNEL AUTHORISATION	19
2.1 Rationale for the Award of DTT FTA Programme Channel Authorisations	19
2.2 Scope of the Authorisation	19
2.3 Authorisation Period	21
2.4 Number of Authorisations	21
2.5 Fees	21
CHAPTER 3	23
SELECTION AND AWARD PROCESS	23
3.0 General Requirements	23
3.1 Eligibility Criteria	23
CHAPTER 4	28
APPLICATION GUIDELINES	28
4.1 Contents of the Application	28
4.2 Submission of Proposals	30
4.3 Updating	31
4.4 Modification	31
4.5 Disclaimer	31

4.6 Additional Information	31
ANNEX 1	32
INTERPRETATIONS AND DEFINITIONS	32
ANNEX 2	33
SAMPLE LETTER OF PRESENTATION	33
ANNEX 3	34
STANDARDIZED APPLICATION GUIDELINES	34

List of Tables

<i>Table 1: Summary of Authorised FM Radio Broadcasting Stations in Ghana as of 3Q 2016</i>	10
<i>Table 2: Summary of Authorised Television Broadcasting Stations in Ghana as of September 2016</i>	13
<i>Table 3: Site Characteristics for the National DTT Transmission Network</i>	16
<i>Table 4: List of Programme Channels on the National DTT Multiplex and their Logical Channel Numbers (LCNs)</i>	17

CHAPTER 1

BACKGROUND

1.0 Introduction

The NATIONAL COMMUNICATIONS AUTHORITY (AUTHORITY) is empowered by Section 2 of the Electronic Communications Act, 2008, Act 775 to regulate the radio spectrum designated or allocated for use by broadcasting organizations and providers of broadcasting services in accordance with the standards and requirements of the International Telecommunications Union and its Radio Regulations as agreed to or adopted by the Republic”.

The Republic of Ghana signed on to the Geneva 2006 (GE-06) Agreement of the International Telecommunications Union (ITU) establishing the Digital Terrestrial Broadcasting Frequency Plan in the radio frequency bands 174–230 MHz (VHF Band III) and 470–862 MHz (UHF Bands IV&V). The Agreement provided for a transition period during which the analogue television services and digital services will co-exist before the analogue services are switched off. The transition periods were set to end on 17th June 2015 for the Ultra High Frequency (UHF) Band and 17th June 2020 for the Very High Frequency (VHF) Band. The Government of Ghana has decided that the transition period for both the UHF and VHF bands should be on 21st September, 2017. Consequently, the Government of Ghana has established a nationwide Digital Terrestrial Television (DTT) network that would provide coverage to at least 95% of the population and to carry at least forty (40) standard definition (SD) television programme channels in digital format.

In March 2009, the National Communications Authority held engagements with stakeholders and subsequently froze the issuance of analogue terrestrial television authorisations until such time that new modalities were developed for digital terrestrial television services. With the adoption of the Government Policy and the establishment of the national DTT network, the Authority intends to commence the issuance of Digital Terrestrial Television (DTT) Free-to-Air (FTA) Programme Channel Authorisations.

This document provides relevant background information to the television industry and outlines the procedures, guidelines and criteria for the award of the DTT FTA Programme

Channel Authorisations.

1.1 Legal, Regulatory and Policy Environment

Presently, the principal legal statutes governing broadcasting and the entire electronic communications industry in Ghana are the following:

1.1.1 Policies

- ❖ NMC National Media Policy, 2000
- ❖ National Telecommunications Policy (NTP), 2005
- ❖ Report of the National Digital Broadcasting Migration Technical Committee (NDBMTC), 2010
- ❖ Digital Terrestrial Television (DTT) Broadcasting Policy, 2016

1.1.2 Laws

- ❖ Television Licensing Decree, 1966, (N.L.C.D. 89)
- ❖ Television Licensing (Amendment) Law, 1991 (P.N.D.C.L. 257)
- ❖ Ghana Broadcasting Corporation Decree, 1968, (N.L.C.D. 226)
- ❖ National Media Commission Act, 1993 (Act 449)
- ❖ National Communications Authority Act, 2008 (Act 769)
- ❖ Electronic Communications Act, 2008, (Act 775)

1.1.3 Regulations and Guidelines

- ❖ Minimum Requirements for Receivers of Free-to-Air Digital Terrestrial Television (DTT) in Ghana v1.1a
- ❖ Rules for the Assignment of Logical Channel Numbers (LCNs)
- ❖ Television Licensing Regulations, 1991 (L.I. 1520)
- ❖ NMC Broadcasting Standards, 2000
- ❖ Electronic Communications Regulations, 2011, (L.I. 1991)
- ❖ NMC Guidelines for Local Language Broadcasting, 2009
- ❖ Guidelines for the Deployment of Communications Infrastructure, 2010

This Selection and Award Procedure document, along with the terms and conditions of the License, should be read in conjunction with the above-mentioned legal statutes and other applicable statutory laws including rules, regulations, decrees, orders, decisions, guidelines,

directives and documents of general application issued by the Government of Ghana or the Authority.

1.1.4 Broadcasting Bill

A Broadcasting Bill, 2011 aimed at providing comprehensive legislation on broadcasting services regulated by the National Media Commission and the National Communications Authority in a manner consistent with the Constitution is currently before Parliament. The Bill also seeks to establish the Ghana Broadcasting Corporation as a public broadcasting service in accordance with the Constitution and repeals the Ghana Broadcasting Corporation Act, 1968 (NLCD. 226).

1.1.5 Policy for the Transition from Analogue to Digital Broadcasting

The Report of the National Digital Broadcasting Migration Technical Committee (NDBMTC), dated 30th August, 2010 has served as the policy document for the migration of analogue terrestrial television broadcasting to digital. However, in 2016 the Ministry of Communications engaged stakeholders to develop the Digital Terrestrial Television (DTT) Broadcasting Policy, 2016 which is currently awaiting Cabinet approval.

The draft Digital Terrestrial Television (DTT) Broadcasting Policy, 2016 provides for the following among others:

- ❖ A single national FTA digital signal multiplex platform will be created for the use of all broadcasters utilising same frequencies for transmitting digital TV signals to homes across the country. Current frequency allocation to a single broadcaster should be capable of delivering signals for a minimum of twenty (20) standard definition (SD) programme channels to be created per multiplex and in accordance with the national transmission and compression standard (DVB-T2/MPEG-4).
- ❖ The National Communications Authority (NCA), as specified by law, shall issue frequencies to the national digital signal multiplex platform and shall not authorise or issue frequencies to any other platform provider for purposes of terrestrial FTA services in Ghana.
- ❖ There shall be one National DTT platform operator owned by the Government of Ghana and solely established to provide exclusive signal and transmission carrier services for authorised FTA broadcasters.

- ❖ The DTT platform shall be built to include capabilities for the provision of Pay and Free services.
- ❖ The Ministry of Communications (MoC) shall within 30 days after Cabinet approval of this policy establish a company limited by shares and wholly owned by Government of Ghana to manage the DTT platform.
- ❖ The DTT infrastructure/platform shall be managed as a commercial entity incorporated as the Ghana Digital Company (GDC). The GDC shall be authorised and allocated frequencies by the NCA.
- ❖ A nine member governing board shall be appointed by the President to oversee the affairs of the GDC. Membership of the board shall comprise:
 - The Chairperson
 - 1 representative of the NMC
 - 1 representative of the Ministry of Communications (GOG)
 - 1 representative of the Ministry of Finance (GOG)
 - 1 representative of NCA
 - 1 representative of GBC
 - 1 representative of GIBA
 - 1 representative of the public
 - The Chief Executive Officer of the GDC
- ❖ The GDC shall have a Chief Executive Officer (CEO) appointed by the President in accordance with laws governing the appointment of CEO's of a state institution.
- ❖ Only authorised broadcasters will be allowed on the DTT platform.
- ❖ The NCA shall assign each broadcaster (digital programme channel operator) a logical channel number (LCN) for each digital television programme channel according to the date of their first authorisation. The GDC will work closely with the NCA to ensure all channels on the platform are in good standing.

- ❖ The GDC shall develop a tariff model per channel payable by broadcasters on the DTT platform structured on a regional and national basis.

It is the above policy measures that inform the award of the Digital Terrestrial Television FTA Programme Channel Authorisations to new broadcasters who shall be carried on the national DTT transmission network to be operated by the GDC.

1.2 Overview of the Existing Broadcasting Industry in Ghana

The broadcasting landscape in Ghana has grown since the liberation of the sector in 1995 pursuant to the provisions of the 1992 Constitution of the Republic of Ghana which guaranteed the Freedom and Independence of the media. Private participation in both sound and television broadcasting has over time developed the broadcasting industry into a highly competitive sector offering a good amount of choice and enhancing information dissemination and free speech to deepen Ghana's fledgling democracy. A statistical overview of the broadcasting space is presented below.

1.2.1 FM Radio Broadcasting

FM radio broadcasting is the most pervasive and accessible broadcasting platform. A summary of authorized FM Radio Broadcasting Authorisations as of the third quarter of 2016 is shown in Table 1.

Table 1: Summary of Authorised FM Radio Broadcasting Stations in Ghana as of 3Q 2016

NO.	NAME OF REGIONS	TOTAL NO. AUTHORIZED	PUBLIC	PUBLIC (FOREIGN)	COMMUNITY	CAMPUS	COMMERCIAL	TOTAL NO. IN OPERATION	TOTAL NO. NOT IN OPERATION
1.	ASHANTI	60	2	1	4	2	51	46	14
2.	BRONG AHAFO	63	3	-	7	2	51	52	11
3.	CENTRAL	33	2	-	8	3	20	29	4
4.	EASTERN	42	2	-	6	1	33	35	7
5.	GREATER ACCRA	50	2	3	6	3	36	47	3
6.	NORTHERN	46	7	-	13	1	25	30	16
7.	UPPER EAST	18	2	-	6	1	9	12	6
8.	UPPER WEST	19	2	-	8	1	8	11	8
9.	VOLTA	46	4	-	10	1	31	36	10
10.	WESTERN	75	5	1	5	2	62	56	19
TOTAL		452	31	5	73	17	326	354	98

1.2.2 Television Broadcasting

For the purpose of authorisations, Television services are classified based on the platform, the business model and the nature of the broadcasting entity and the service, as follows:

1. **Digital Terrestrial Pay Television (Service Only)-:** A Television Broadcasting Service comprising of a bouquet of services provided over an independent/third party wireless digital terrestrial television network and which requires television viewers to pay a subscription fee to watch the television service.
2. **Digital Terrestrial Pay Television (Service and Network)-** A Television Broadcasting Service provided over the service provider's own wireless digital terrestrial television network and which requires television viewers to pay a subscription fee to watch the television service. The service provider obtains a frequency for the rollout of its own DTT transmission network infrastructure which shall be co-located.
3. **Digital Terrestrial Television (Network only)** - a service consisting of the provision of:
 - a. An electronic communications network utilizing radio frequencies to transmit broadcasting programmes in digital form, for general reception
 - b. Combining or packaging (i.e. multiplexing) a number of television and other services for transmission over its network
 - c. Providing information on all programmes carried on its network (e.g. Electronic Programme Guide [EPG] etc)
4. **Digital Terrestrial Free-to-Air Television Programme Channel-** A Television Broadcasting Service in which a single programme channel is broadcast unencrypted or in 'clear' over a digital terrestrial television (DTT) network and capable of being received without payment of subscription fees. There are two categories of authorisations based on their coverage area i.e. National Coverage and Regional Coverage.

5. **Digital Terrestrial Radio Service on TV Multiplex-** A sound broadcasting service in which content is deployed on the Digital Terrestrial Television Network.
6. **Satellite Television Broadcasting (Pay TV Direct-to-Home Bouquet)-** A Television Broadcasting Service comprising of a bouquet of services provided over a satellite transponder and which requires television viewers to pay a subscription fee to watch the television service.
7. **Satellite Television Broadcasting (Free-to-Air Direct-to-Home Bouquet)-** A Television Broadcasting Service comprising of a bouquet of services provided over a satellite transponder and which is capable of being received without payment of subscription fees.
8. **Satellite Television Broadcasting (Free-to Air Direct-to-Home Single Channel)-** A Television Broadcasting Service in which a single programme channel is broadcast over a satellite transponder and capable of being received without payment of subscription fees.
9. **Digital Terrestrial Television Additional Services (eg. Teletext, etc)-** any service provided by any person with a view to its being broadcast in digital form by means of a DTT multiplex service but which is not a digital television programme service or a radio service which may or may not require the payment of subscription fees.
10. **Digital Terrestrial Mobile Television Service -** A Digital Television Service in which the programme channels are delivered over a terrestrial infrastructure for reception primarily by handheld devices and which may or may not require the payment of subscription fees.
11. **Digital Cable Television (Pay TV) -** A Television Broadcasting Service where the distribution of television programs to subscribers is delivered by the means of coaxial cables or light pulses through fiber-optic cables and require the payment of subscription fees.

12. **Television over Internet Protocol (Pay TV)**- A Television Broadcasting Service where programs to subscribers are delivered via Internet Protocol (IP) over an electronic communications network (wireless or cable) and which may or may not require the payment of subscription fees.

Satellite TV covers the entire country whereas Analogue Terrestrial TV covers approximately 80% of the population. Free-to-air Digital Terrestrial Television currently covers approximately 50% of the population but this is expected to increase to 95% of the population by the end of February 2017 with the completion of the national DTT network. Digital Terrestrial Pay Television currently covers 71.5% of the population.

Terrestrial TV is the most dominant TV reception platform in Ghana followed by satellite and cable respectively. As of end September 2016, eighty-four (84) television stations had been authorized out of which forty-four (44) were operational.

Table 2: Summary of Authorised Television Broadcasting Stations in Ghana as of September 2016

NO.	TYPE OF TELEVISION SERVICE	TOTAL NO. OF AUTHORISED STATIONS	TOTAL NO. OF STATIONS ON AIR	TOTAL NO. OF STATIONS NOT ON AIR
1.	Analogue Terrestrial Television	21	15	6
2.	Digital Terrestrial Pay Television (Service only)	1	1	0
3.	Digital Terrestrial Pay Television (Service and Frequency)	5	4	1
4.	Digital Terrestrial Television (Network only)	0	0	0
5.	Digital Terrestrial Free-To-Air Television Programme Channel	7	4	3
6.	Digital Terrestrial Radio Service on TV Multiplex	0	0	0
7.	Satellite Television Broadcasting (Pay TV Direct-To-Home Bouquet)	7	4	3
8.	Satellite Television Broadcasting (Free-To-Air Direct-To-Home Bouquet)	7	2	5
9.	Satellite Television Broadcasting (Free-To-Air Direct-To-Home Single Channel)	36	20	16

NO.	TYPE OF TELEVISION SERVICE	TOTAL NO. OF AUTHORISED STATIONS	TOTAL NO. OF STATIONS ON AIR	TOTAL NO. OF STATIONS NOT ON AIR
10.	Digital Terrestrial Television additional Services (eg. Teletext, etc)	0	0	0
11.	Digital Terrestrial Mobile Television Service (Stand-alone Authorisation)	0	0	0
12.	Digital Cable Television	1	1	0
13.	Television over Internet Protocol (Pay TV)	0	0	0
TOTAL NO. OF AUTHORISED TV STATIONS		85	51	34

1.2.3 Digital Terrestrial Television Broadcasting in Ghana

Ghana signed the Geneva 2006 (GE06) Agreement establishing the digital terrestrial broadcasting plan in the bands 174 – 230 MHz and 470 – 862 MHz at the Regional Radiocommunications Conference (RRC-06). The agreement requires signatory countries including Ghana to migrate from analogue television broadcasting to a digital TV platform by 17th June 2015 (UHF band) and 17th June 2020 (VHF) band.

The application of digital techniques to television broadcasting results in several advantages over analogue including the following:

- a. A higher number of television programme channels and choice for the viewer
- b. Better picture quality, clearer sound, introduction of new services and more interactivity including electronic programme guide (EPG) for television viewers
- c. Reduced operational cost for broadcasters
- d. Better efficient use of spectrum as digital broadcasting technology enables transmission of up to twenty (20) TV stations on one frequency that in analogue format currently carries only one TV station. The radio frequency (RF) spectrum used for terrestrial television is considered a scarce and finite natural resource that has to be managed efficiently and effectively both technically and economically in the national interest and digital television offers these technical and economic benefits. Economic value from the spectrum efficiency gain to be realised due to the switch over from analogue to digital terrestrial television services known as the digital dividends

Terrestrial Television broadcasting has been in analogue since the launch of TV services in

1965 until 2008 when a pilot terrestrial digital video broadcasting system (DVB-T) was installed by GBC in Accra. In 2009, commercial terrestrial digital video broadcast was authorised and launched by Skyy Digital (now First Digital) in Accra and Takoradi. In 2010 GBC launched a DVB-T transmission network in Accra and Kumasi.

Since January 2013, the National Communications Authority has issued six (6) Digital Terrestrial Pay Television Authorisations to GoTV, Crystal Radio Vision Network Ltd, First Digital, Cable Gold, NGB and Nour Vision Limited to offer digital terrestrial pay television (DTT Pay) services using DVB-T2 technology.

1.2.4 The Transition from Analogue to Digital Television

The transition from analogue to digital broadcasting involves:

- a. **The development of digital TV set and STB standards and specifications** - This has already been implemented and has been outlined in Section 2.3.
- b. **A simultaneous transmission of TV services in both analogue and digital (simulcast)** – Existing analogue terrestrial FTA channels are being migrated onto the DTT platform in tandem with the completion of the phases. Transmissions in analogue will also continue to run in parallel.
- c. **The switch-off of the analogue television service (ASO)**. This will be on September 21, 2017 or a date announced by the Minister of Communications, whichever is later. After this date, only DTT services will continue to run.

The transition from analogue to digital terrestrial television is being managed as a multi-stakeholder change programme under the leadership of the Minister of Communications. The following measures have been put in place to facilitate the transition in Ghana.

- a) **The establishment of technical standards** – The National Communications Authority (NCA) working with the Digital Broadcasting Migration Committee (DBMC) and the Ghana Standards Authority has published transmission standards and minimum specifications for Free-to-Air (FTA) DTT receivers; gazetted as GS1099.
- b) **Conformance Regime for DTT Receivers** – The NCA has published the conformance regime for DTT receivers and have since awarded conformance certification to over one hundred (100) models of DTT receivers (i.e. integrated digital TV sets and set-top boxes/ decoders).

- c) **Authorisation of Digital Terrestrial Pay TV to 6 operators** (i.e. GoTV, Crystal Radio Vision Network Ltd, First Digital, Cable Gold, NGB and Nour Vision Limited) since 2013.
- d) **Logical Channel Numbers (LCNs)** have been developed for FTA stations. This will ensure that FTA stations when migrated to the DTT platform would be arranged according to the LCN on the GS1099 compliant receivers and in accordance with the Rules for the Assignment of Logical Channel Numbers (LCNs).
- e) **The deployment of DTT network platform and digital switch on** - The platform is being deployed in phases and is expected to be completed by 28 February, 2017:
- ❖ Phase 1 – Head end, Greater Accra and Ashanti Region – Completed and on air
 - ❖ Phase 2 - Volta, Upper East, Upper West and Northern Region – Installation completed (Not yet on air)
 - ❖ Phase 3 - Brong Ahafo, Eastern, Central and Western Region – Installation ongoing (to be completed by end of February 2017)

The DTT network is designed to cover 95% of the population of the entire nation. It has the capability to broadcast nationwide with forty-two (42) transmission sites on two multiplexes. The network also has the capability to broadcast on regional bases with one (1) multiplex per region. The Site Characteristics are shown in Table 3 below.

Table 3: Site Characteristics for the National DTT Transmission Network

No.	Region	Site-Name	Longitude	Latitude	Freq. CH	Freq. (MHz)
1	GAR	Ajangote	000W14 05.000	05N43 27.200	25 28	506 530
2	GAR	Weija	000W18 00.100	05N36 49.800		
3	GAR	Tema	000W00 03.210	05N38 22.740		
4	Eastern	Akim Oda	000W58 35.000	05N55 46.900	28 29	530 538
5	Eastern	Mpreaso	000W45 45.700	06N34 33.900		
6	Eastern	Koforidua	000W14 37.300	06N05 18.200		
7	Eastern	Akosombo	000E02 24.600	06N14 40.300		
8	Central	Assin Foso	001W16 54.700	05N41 45.000	26 28	514 530
9	Central	Cape Coast	001W16 50.000	05N06 58.000		
10	Central	Kissi	001W30 00.000	05N10 00.000		
11	Central	Dumkwa on Offin	001W46 39.000	05N57 22.000		
12	Western	Sekondi	001W42 49.000	04N56 24.000	25 28	506 530
13	Western	Tarkwa	002W00 45.000	05N18 17.000		
14	Western	Axim	002W14 32.000	04N52 12.000		
15	Western	Debiso New Town	003W05 36.800	06N39 50.400		

No.	Region	Site-Name	Longitude	Latitude	Freq. CH	Freq. (MHz)
16	Western	Juabeso Bia	002W41 53.300	06N25 17.600		
17	Western	Sefwi Wiawso	002W29 00.000	06N16 00.000		
18	Ash	Obuasi	001W40 06.000	06N12 46.000	24	498
19	Ash	Kumasi	001W37 25.000	06N41 29.000	28	530
20	Ash	Jamasi	001W21 00.000	06N59 00.000		
21	BA	Kintampo	001W43 35.200	08N04 01.700	22	482
22	BA	Atebubu	000W59 20.700	07N44 28.900	28	530
23	BA	Techiman	001W56 12.800	07N34 55.900		
24	BA	Dormaa Ahenkro	002W52 10.000	07N16 35.000		
25	BA	New Drobo	002W47 09.000	07N35 32.000		
26	BA	Sunyani	002W19 49.200	07N20 25.500		
27	Volta	Kete Krachi	000W02 26.000	07N48 31.900	26	514
28	Volta	Ho 1	000E27 49.000	06N36 29.300	28	530
29	Volta	Amedzofe	000E25 49.800	06N50 19.800		
30	Volta	Akatsi	000E48 30.700	06N07 13.900		
31	Northern	Bole	002W29 14.800	09N02 19.000	24	498
32	Northern	Damongo	001W48 19.900	09N04 58.900	28	530
33	Northern	Yendi	000W00 11.500	09N26 49.600		
34	Northern	Gambaga	000W25 51.400	10N31 56.300		
35	Northern	Bimbilla	000E03 06.700	08N51 49.800		
36	Northern	Salaga	000W30 41.700	08N33 25.600		
37	Northern	Tamale	000W51 26.700	09N24 58.600		
38	UEast	Bolgatanga	000W51 53.000	10N48 05.400	26	514
39	UEast	Bawku	000W14 22.800	11N03 36.040	28	530
40	UWest	Han	002W27 52.100	10N41 17.200	22	482
41	UWest	Tumu	001W59 20.400	10N52 17.100	28	530
42	UWest	Wa	002W29 35.400	10N03 58.800	22	482
					28	530

Table 4: List of Programme Channels on the National DTT Multiplex and their Logical Channel Numbers (LCNs).

No.	COMPANY NAME	TRADE NAME	LCN
1.	Ghana Broadcasting Corporation	GTV	1
		GBC 24	2
		GTV Gov	3
		GTV Sports Plus	4
		GTVLive	5
		Obonu TV	6
2.	Crystal Radio Vision Network Ltd	Crystal Prime	7
		Crystal xtra	8
		Crystal Plus	9
3.	Television Africa Limited	TV Africa	10
4.	TV3 Network Limited	TV3	11
5.	Metropolitan Entertainment Television	Metro	12
6.	Net 2 TV Limited	Net2	13
7.	K&N Investment	ETV	14

No.	COMPANY NAME	TRADE NAME	LCN
8.	VIASAT Broadcasting Ltd	VIASAT	15
9.	Independent TV Limited	Top TV	16
10.	Empire Broadcasting Network		17
11.	HBA TV & Communications Network		18
12.	Three Angles Broadcasting Network	3 ABN	19
13.	Great KOSA Company Limited	Kantanka TV	20
14.	C Television Limited	CTV	21
15.	Orakle Advertising Limited		22
16.	Smart Multimedia	Light TV	23
17.	Multiple Concepts	GH-One	24
18.	Integrated Media Xchange	Atinka TV	25
19.	U2 Company Limited	UTV	26
20.	Cadinal Foundation for Distance Learning	CAFDIL	27
21.	Center for Intercultural Learning Talent & Development	Coastal TV	28
22.	Angel Broadcasting Services Limited	ANGEL TV	29
23.	LPT Services Limited		30

CHAPTER 2

THE DTT FTA PROGRAMME CHANNEL AUTHORISATION

2.1 Rationale for the Award of DTT FTA Programme Channel Authorisations

The objectives for the award of DTT FTA Programme channels are:

- ❖ Introduce new programme channels to the national DTT transmission network to enhance choice for consumers, enhance attractiveness of the platform through diversity in the programmes on the multiplex and promote media pluralism.
- ❖ Create an organised DTT environment that facilitates the growth of television broadcasting services through the assignment of unique logical channel numbers to authorised programme channels.
- ❖ Enhance the relevance of television programme channels to the promotion of development at the regional level through television programme channels focussed on regional audiences.

2.2 Scope of the Authorisation

The Digital Terrestrial Free-to-Air Television Programme Channel Authorisation holder shall:

1. Set up equipment and facilities to produce, package and schedule television programmes for broadcast.
2. Send its programmes to the central headend of the National DTT Network Operator for multiplexing and transmission throughout its authorised coverage area
3. Be assigned a unique logical channel number (LCN) in the range 1 – 99 which shall identify the station on all certified (digital Ghana) DTT receivers.
4. Provide the following information to the Multiplex Operator for the purpose of populating the DVB Service Information (SI) and Programme Specific Information (PSI) tables for the Electronic Programme Guide (EPG).
 - a. Programme event information covering eight (8) days for each day of operation
 - b. the name of each event,
 - c. the start and end times of each event,

- d. event description (about 300 characters for each event. Truncation may occur on some receivers beyond 300 characters)
- e. the parental control rating for each event,
- f. where applicable the service options of each event. "Service options" refers to an indication of the presence of subtitle languages and additional audio languages, including when audio description is enabled.
- g. keep the information sent to the Multiplex Operator as up to date as possible. The Authorisation holder shall ensure the accuracy of event description, parental control rating and up to date.

The Digital Terrestrial Radio Service on TV Multiplex Authorisation holder shall:

1. Set up equipment and facilities to produce, package and schedule sound programmes for broadcast on a TV Multiplex.
2. Send its programmes to the central headend of the National DTT Network Operator for multiplexing and transmission throughout its authorised coverage area
3. Be assigned a unique logical channel number (LCN) in the range 700 – 799 which shall identify the station on all certified (digital Ghana) DTT receivers.
4. Provide the following information to the Multiplex Operator for the purpose of populating the DVB Service Information (SI) and Programme Specific Information (PSI) tables for the Electronic Programme Guide (EPG).
 - a. Programme event information covering eight (8) days for each day of operation
 - b. the name of each event,
 - c. the start and end times of each event,
 - d. event description (about 300 characters for each event. Truncation may occur on some receivers beyond 300 characters)
 - e. the parental control rating for each event,
 - f. where applicable the service options of each event. "Service options" refers to an indication of the presence of subtitle languages and additional audio languages, including when audio description is enabled.
 - g. keep the information sent to the Multiplex Operator as up to date as possible. The Authorisation holder shall ensure the accuracy of event description, parental control rating and up to date.

Applicants shall clearly state the coverage of the Authorisation they intend to obtain, as well as the corresponding regions.

2.3 Authorisation Period

The Authorisation period for a Digital Terrestrial Free-to-Air Television Programme Channel Authorisation shall be five (5) years. However, the Authorisation holder shall commence operations not later than two (2) years from the date of the Authorisation failing which the Authorisation shall be withdrawn.

2.4 Number of Authorisations

The Authority intends to issue:

- a) a total of up to **fourteen (14) Authorisations** for Digital Terrestrial Television (DTT) Free-to-Air (FTA) Programme Channel
 - i. four (4) of which would have national coverage and
 - ii. ten (10) of which would have regional coverage i.e. one (1) for each of the ten regions.
- b) A total of **Twenty (20) Authorisations** for Digital Radio Service on TV Multiplex with national coverage.

2.5 Fees

The consideration for the Authorisations shall be as follows:

i. Application Fees:

- a. **Thirty-Eight Thousand, Five Hundred Ghana Cedis (GHS38,500.00)** for DTT programme channel with national coverage.
- b. **Eleven Thousand, Five Hundred and Fifty Ghana Cedis (GHS11,550.00)** for applications for DTT programme channel with regional coverage for Greater Accra, Ashanti and Western Regions
- c. **Seven Thousand, Seven Hundred Ghana Cedis (GHS7,700.00)** for applications for DTT programme channel with regional coverage for Eastern, Volta, Central, Brong Ahafo, Northern, Upper East and Upper West Regions.
- d. **One Thousand, Ghana Cedis (GHS1,000.00)** for Digital Terrestrial Radio Service on DTT Multiplex with nationwide coverage.
- e. Payment shall be in the form of a Bankers Draft payable to the National

Communications Authority and drawable on a Bank in Ghana and shall be paid by the time of submitting the application. Applications without proof of payment of application fees **SHALL NOT** be processed.

(ii) Authorisation Fees:

- a. **One Hundred and Fifteen Thousand, Five Hundred Ghana Cedis (GHS115,500.00)** for DTT programme channel with national coverage.
- b. **Twenty-Three Thousand, One Hundred Ghana Cedis (GHS23,100.00)** for applications for DTT programme channel with regional coverage for Greater Accra, Ashanti and Western Regions
- c. **Seventeen Thousand, Three Hundred and Twenty-Five Ghana Cedis (GHS17,325.00)** for applications for DTT programme channel with regional coverage for Eastern, Volta, Central, Brong Ahafo, Northern, Upper East and Upper West Regions.
- d. **Eleven Thousand, Five Hundred Ghana Cedis (GHS11,500.00)** for Digital Terrestrial Radio Service on DTT Multiplex with nationwide coverage.

CHAPTER 3

SELECTION AND AWARD PROCESS

3.0 General Requirements

Applicant(s) shall be disqualified from obtaining a License if any provision listed in sub-clauses (i) to (vii) below, applies to its owner(s) or to any of its director(s) or partner(s) or to the Applicant(s). The provisions are, if the applicant has / or has been:

- i. Declared medically insane;
- ii. Sentenced by a Court under any law to imprisonment for a term of two (2) years or more, and a period of five (5) years has not elapsed since his release from such imprisonment;
- iii. Sentenced by a Court of law for committing any offence and a period of five (5) years has not elapsed since his release from such imprisonment;
- iv. Declared bankrupt by a Court of law and has not been discharged from the liability of bankruptcy;
- v. Identified or declared by a Court of law or by a bank or financial institution as a defaulter loanee of that bank or institution;
- vi. His license cancelled by the Authority at any time during the last 5 (five) years;
- vii. An ongoing prosecution against the applicant(s) or its owner(s) or shareholder(s) or any of its director(s) or partner(s) for any violation of any statutory law and/or license condition(s) or any other illegal activities.

3.1 Eligibility Criteria

- 3.1.1. All applicants shall be incorporated in Ghana.
- 3.1.2. The Entity must be registered under the laws of Ghana, and duly certified to operate in Ghana, by the deadline for submission of applications.
- 3.1.3. There shall be a **minimum of 35% Ghanaian ownership** in the applying Entity; be it a company, a joint venture or consortium.
 - 3.1.3.1. The said minimum of 35% Ghanaian ownership shall be in place by the deadline for submission of applications.
 - 3.1.3.2. A minimum 35% Ghanaian ownership shall be maintained throughout the duration of the Authorisation.

- 3.1.4. An Entity shall be eligible for **only one** DTT Free-to-Air Programme Channel Authorisation with **National Coverage**; that is, no Entity alone or along with its partner, affiliate, subsidiary or shareholder in total, can apply for more than one authorization with national coverage.
- 3.1.5. An Entity shall be eligible for **not more than three (3)** DTT Free-to-Air Programme Channel Authorisation with **Regional Coverage**; that is, no Entity alone or along with its partner, affiliate, subsidiary or shareholder in total, can apply for more than three authorizations with regional coverage.
- 3.1.6. Only entities with an **existing Authorisation** to provide FM Radio broadcasting services shall be eligible for an Authorisation to provide Digital Terrestrial Radio Service on DTT Multiplex.
- 3.1.7. An Entity shall be eligible for **only one Digital Terrestrial Radio Service** on DTT Multiplex; that is, no Entity alone or along with its partner, affiliate, subsidiary or shareholder in total, can apply for more than one authorization with national coverage.

3.2 Selection Process

The Authority shall employ a “beauty contest” to select prospective applicants for the award of a Digital Terrestrial Free-to-Air Television Programme Channel Authorisation. This procedure requires that successful applicants meet and satisfy a Two Stage process:

 **Stage One: Pre-Qualification (Administrative)**

 **Stage Two: Evaluation of Technical–Operational–Management Competence (“Beauty Contest”)**

- o Evaluation of Business & Technical Submissions
- o Evaluation of Oral Presentations of Applications

3.3 Stage One: Pre-Qualification (Administrative)

3.3.1 All applicants must be fully compliant with the requirements stated in Standardized Application Guidelines [See Annex 3]. There shall absolutely be no consideration for failing to satisfy these requirements.

3.3.2 Proof of Payment of Application Fee.

3.3.3 Compliance with requirements and criteria set forth in Chapter 4.

3.3.4 Subsequent to meeting the said requirements, successful applicants shall be invited to

participate in the Stage–Two exercise; that is the “Beauty Contest”.

3.4 Stage Two: Technical-Operational-Managerial Assessment

3.4.1 This segment is open to only successful Stage One applicants. It is composed of two parts as follows:

- Evaluation of the Strategic, Operational and Technical Submission

- Evaluation of the applicant’s Business Plan Presentation.

3.4.2 Business Plan Applications of successful Stage-One applicants shall be evaluated by a team of competent analysts empanelled by the Authority and the National Media Commission (NMC).

3.4.3 After the evaluation of these applications, applicants shall be required to make an oral presentation of their application to the same analysts in 3.4.2 above. The Evaluation Panel may seek clarifications or request additional documents from applicants.

3.4.4 Successful applicants shall be eligible for the award of Provisional Authorisations.

3.4.5 Authorisations shall only be awarded after successful applicants have fulfilled the conditions of the Provisional Authorisation which shall include the payment of the Authorisation fees.

3.5 Further Rules

3.5.1. Applicable Legal Norms. The Selection and Award Process shall be conducted in accordance with, and shall be governed by, the laws of Ghana and this Selection and Process document.

3.5.2. Supremacy of the Laws of Ghana

Where a conflict arises between the laws of Ghana and any provision of this Selection and Award Procedure document and/or the Authorisation, the law takes precedence.

3.5.3. Calculation of Time Periods. Unless otherwise specified, the time periods provided herein shall be calculated in calendar days.

3.5.4. Submissions. Unless otherwise provided herein, all submissions and receipt of payments should be made to the Director General, National Communications

Authority (NCA) and be marked “Application for Digital Terrestrial Programme Channel Service Authorisations” or “Application for Authorisation for Radio Service on DTT Multiplex”.

- 3.5.5. Acceptance of Terms and Conditions. The submission implies full knowledge and acceptance of, all the terms and conditions set forth herein and under the applicable laws of Ghana.
- 3.5.6. Notices. Applicants shall designate in writing a person or entity for receipt of any notices in connection with this Selection Procedure. The contact information: full office/residential address, email address, fax numbers, mobile and fixed telephone numbers shall also be provided in the statement designating the person. All notices from the Authority in connection with the application shall be valid when made to such designated person by hand, post, email or by telefax.
- 3.5.7. Inquiries/Circulars. Any inquiries with respect to this Selection Process should be submitted in writing to the Director General, National Communications Authority (NCA) with an electronic copy to dtapplications@nca.org.gh. The Authority will provide responses to such inquiries and other clarifications through circulars, which shall be sent to the person designated by each Applicant. The circulars shall also be posted on the NCA website, www.nca.org.gh.

3.6 Timetable for the Licensing Process

The Licensing Process shall take place in accordance with the following timetable:

S/N	Activity	Begins	Ends
1.	Press Release to invite applications	13 th December, 2016	
2.	Submission of Application & Proposals to the NCA	13 th December, 2016	30 th January, 2017
3.	Opening of Proposals by the NCA / Balloting for Order of Presentation	30th January, 2017 5:30pm	
4.	Evaluation of Submitted Proposals by Evaluation Committee	31 st January, 2017	10 th February, 2017
5.	Business Presentations by Qualified Applicants to Evaluation Committee	13 th February, 2017	17 th February, 2017
6.	Completion of Evaluation Report	20 th February, 2017	27 th February, 2017

7.	Approval of Evaluation Report by NCA Board	27 th February, 2017	13 th March, 2017
8.	Announcement of Winners	14th March, 2017	
9.	Payment of Authorisation Fees	14 th March, 2017	13 th May, 2017

The Authority reserves the right to amend the above timetable where necessary, through a publication on its website (i.e. prior to the deadline for receipt of applications) or through a letter to applicants (i.e. after the deadline for receipt of applications).

CHAPTER 4

APPLICATION GUIDELINES

4.1 Contents of the Application

The Application shall contain the following:

- 4.1.1. Receipt. Evidence of payment of the Application Fee as indicated in Section 2.5(i).
- 4.1.2. Letter of Presentation. A letter of presentation, substantially in the form of Annex 2, signed by a duly authorized (in accordance with Section 4.1.5) representative of the Applicant, which sets forth the Applicant's intention to participate in the Pre-Qualification Process and its acceptance of all the terms and conditions of this Selection Procedure.
- 4.1.3. Certificates. All applicants shall submit certified true copies of their Certificate of Incorporation, Certificate to Commence Business and Company Regulations obtained from the Registrar General of the Republic of Ghana.
- 4.1.4. In addition to the above, applicants which have foreign shareholders shall include certificates issued by the relevant governmental authorities, and other competent authorities of the jurisdiction where the Applicant or its principals is incorporated, evidencing that the Applicant is a corporation duly organized, validly existing and in good standing in such jurisdiction. All certificates must be in English. Certificates translated into English must be certified and notarized.
- 4.1.5. Power of Attorney. Each Applicant shall designate a representative for purposes of Sections 4.1.2 and 4.1.6 pursuant to a Power of Attorney issued in accordance with the laws of Ghana.
- 4.1.6. Sworn Declaration. A Sworn Declaration of the Applicant signed by its duly authorized representative, (in accordance with Section 4.1.5 hereof), with the following information:
- (i) Identification of all the shareholders of the Applicants that control more than 5% of its capital and of the entities that directly or indirectly are the beneficial shareholders thereof. The beneficial shareholders of the Applicant shall mean those who directly or indirectly own the majority of the shares or the voting rights or who otherwise control such Applicant;

- (ii) Statement that all the information and documentation submitted in connection with the Application are true, accurate and complete;
- (iii) Statement that the Applicant has not been the subject of any bankruptcy proceedings, reorganizations, or similar proceedings in the last 5 years;
- (iv) Statement that, since the date of the Applicant's last audited reports and financial statements submitted pursuant to Section 4.1.7, there has not been any material adverse changes thereto.

4.1.7. Audited Reports and Financial Statements

4.1.7.1. The audited reports and financial statements corresponding to the last three fiscal years of the Applicant and (if applicable) the consolidated group to which the Applicant belongs.

4.1.7.2. Financial projections and supporting market data shall be submitted **both** in printed tabular form as part of the main application document and as a series of *Microsoft Excel* worksheets within a single workbook.

4.1.8. Appendices

Applicants are strongly encouraged to include all key information within the main body of the application and to place only supplementary information in appendices. **Appendices should be clearly numbered, cross-referenced from the main application document and bound, preferably, in a single volume.**

4.1.9. Additional Qualification Criteria:

- (i) Information regarding the programming philosophy and programme schedule of the applicant, which will demonstrate whether the focus would be on “niche” or general programming. The rationale for the choice of programming should be clearly stated. **The applicant should indicate how its programming would bring diversity to the national DTT platform.** The applicant should discuss its observations about the channels on the platform and how its own channel would be different in order to enhance choice for consumers.
- (ii) Information regarding the technical qualifications of the Applicant, which demonstrate its ability to produce content for the digital television ecosystem. Applicants should refer to networks and businesses where such experiences have been gained.
- (iii) Information regarding the operational credentials of the Applicant, indicating the

services that it is currently operating in Ghana or other markets and demonstrating its ability to manage the business in an increasingly competitive market.

(iii) Detailed résumé of the proposed management of the Entity.

4.1.10. Applicants for Digital Terrestrial Radio Service on DTT Multiplex shall provide **only the following documentation:**

- (i) Letter of Presentation
- (ii) Proof of Payment of Application Fee
- (iii) Copy of valid FM Radio Broadcasting Authorisation from the National Communications Authority for the service intended for the DTT Multiplex
- (iv) A statement of how presence on the DTT Multiplex enhances the station's strategy and contributes to diversity and choice on the DTT Multiplex.
- (v) Valid Tax Clearance Certificate
- (vi) Valid SSNIT Clearance Certificate
- (vii) Copy of registration of Business Name or Trade Name or name used for service identification on air.

4.2 Submission of Proposals

4.2.1 Location and Deadline for Submissions

Proposals may be submitted during business days to the Director General, National Communications Authority (NCA), NCA Tower, No. 6 Airport City, Accra and be marked "Application for Digital Terrestrial Free-to-Air Programme Channel Authorisations", between the hours of 9.00 am to 5.00 pm. The deadline for submission shall be 5.00pm on **30th January, 2017**.

4.2.2 Originals and Copies.

- (i) All documents submitted by the Applicant shall be either originals or certified copies. The copies may be certified by the authorized officer of the Applicant.
- (ii) The documentation of the Proposal shall be submitted in one (1) original hard copy and five (5) certified hard copies including six (6) copies of any appendices and/or demonstration material and one (1) electronic copy, clearly marking each as such. In the event of any discrepancies, the original shall prevail.
- (iii) The electronic copy shall be in PDF format, along with the completed *Microsoft Excel* worksheets and where applicable, (labelled with the

applicant's name and a cross-reference to the main application document and numbered "1 of N", "2 of N" etc where N represents the number of CDs/pen drives).

- (iv) Every page of the Proposal shall be numbered (as a fraction of total number of pages e.g. 1 of 30, etc.)
- (v) Proposals shall include a table of contents and a page setting forth the Applicant's name and legal domicile as well as the postal and e-mail address, telephone and facsimile numbers of a person designated to receive notices.
- (vi) Proposals shall be submitted in a sealed envelope/box.

4.3 Updating

Each Applicant shall maintain current, the facts and information supplied in the Proposal, and shall communicate to the Director General of the Authority, all material changes that arise with regards thereto.

4.4 Modification

This Selection Procedure does not constitute an offer to contract on the part of the National Communications Authority and the Authority has the right to modify or amend any provision or condition hereof; provided however, that any such modification or amendment shall be valid only if it is in writing.

4.5 Disclaimer

The NCA shall not incur any liability whatsoever in exercising its rights in 4.4 above or any other rights granted in this Process.

4.6 Additional Information

The Authority reserves the right to request, at any time, additional information or documentation from Applicants.

ANNEX 1

INTERPRETATIONS AND DEFINITIONS

When used in this paper, the following terms shall have the meanings ascribed herein:

1. “Applicant” means any entity that has submitted a Proposal.
2. “Government” means the Government of Ghana.
3. “Ministry” means the Ministry of Communications (MoC).
4. “NCA” means National Communications Authority.
5. “Pre-Qualification” means the qualification of an Applicant in the Pre- Qualification Process, thereby permitting the Applicant to participate in the second stage of the Process.
6. “Pre-Qualified Applicant” means an Applicant that has been selected in the Pre- Qualification Process to participate in the second stage of the Selection Process in accordance with the rules set forth in this Selection Process.
7. “Proposal” means the submission made by an Applicant to the Director General in accordance with Section 4.1 herein.
8. “Application Fee” means the sum specified in Section 2.5(i) which must be paid by an Applicant to the National Communications Authority at the time that it submits a Proposal. Such sum is non-refundable and grants the Applicant the right to participate in the “Selection Process”.
9. “Analogue Switch-Off” refers to the date on which the final transmitter broadcasting analogue terrestrial television signals in Ghana is switched off.
10. Digital Terrestrial Television or “DTT” refers to a means of digitally broadcasting signals over the air to television sets equipped with a DTT receiver (either integrated into the TV or in a separate set-top box).
11. Multiplex means an electronic system which combines programme material and related and other data in a digital form for transmission.

ANNEX 2

SAMPLE LETTER OF PRESENTATION

Date:

The Director General
National Communications Authority
NCA Tower, No. 6 Airport City
P. O. Box CT 1568
Cantonments
Accra

Dear Sir,

**Re: Selection Procedure for Digital Terrestrial Free-to-Air Television Programme
Channel Authorization [or Radio Service on DTT Multiplex]**

Enclosed herewith are the documents required by the Selection Procedure for Pre-qualification with respect to the above-captioned Process.

We hereby declare our full knowledge and acceptance of and submission to, all the terms and conditions set forth in the above-mentioned Selection Procedure and the applicable Laws of the Republic of Ghana.

Yours faithfully,

(SIGNATURE OF REPRESENTATIVE)

(NAME OF REPRESENTATIVE)

ANNEX 3

STANDARDIZED APPLICATION GUIDELINES

General Information

1. Applicant

- a. Name
- b. Title
- c. Citizenship
- d. Address
- e. Contact numbers

2. Management

- a. Name
- b. Title
- c. Citizenship
- d. Address
- e. Contact numbers

3. Directors

- a. Name
- b. Address
- c. Contact numbers
- d. Citizenship
- e. Shareholding %
- f. Other Broadcasting/Telecommunication Interests
 - i. Name of Company
 - ii. Address
 - iii. Contact Numbers
 - iv. Shareholding %
 - v. Licence/Authorization Status
 - vi. Credit/Default Status

4. Shareholders (with at least 5% holding)

- a. Name
- b. Address
- c. Contact numbers
- d. Proof of Citizenship
- e. Shareholding %

- f. Other Broadcasting/Telecommunication Interests
 - i. Name of Company
 - ii. Address
 - iii. Contact Numbers
 - iv. Shareholding %
 - v. Licence/Authorization Status
 - vi. Credit/Default Status

5. Applying Entity Information

- a. Name of Entity/ Company/Partnership /Trust etc, please define

- b. Certificate of Incorporation in Ghana (Company Registration Number & Date of Registration)
- c. Certificate to Commence Business in Ghana; Number & Date

6. Exhibits and Other Certified Documents to Support the Following:

a) Financial Capacity:

- i. Equity Contributions of Shareholders
- ii. Detailed Five Year Financial Statements
- iii. Income, Balance Sheet, Cash flow Statements

b) Technical and/or Operational Capacity:

- i. Information regarding the technical qualifications of the Applicant, which demonstrate its ability to produce content for the digital television ecosystem. Applicants should refer to networks and businesses where such experiences have been gained.
- ii. Information regarding the operational credentials of the Applicant, indicating the services that it is currently operating in Ghana or other markets and demonstrating its ability to manage the business in an increasingly competitive market.

c) Programming Philosophy: Information regarding the programming philosophy and programme schedule of the applicant, which will demonstrate whether the focus would be on “niche” or general programming. The rationale for the choice of programming should be clearly stated. **The applicant should indicate how its programming would bring diversity to the national DTT platform.** The applicant should discuss its observations about the channels on the platform and how its own channel would be different in order to enhance choice for consumers.

d) Certified commitment letters from:

- i. Established and experienced operating concerns

- ii. Equipment vendor relationships and a showing of readiness to provide sustained technical & operation partnering and support.

7. Applicant Status

List any NCA regulated entity or applicant for an NCA Licence/Authorisation in which:

- i. the applicant
- ii. any party, has more than 5% or greater interest in the applicant; or a Controlling interest or more than 10% of the applicant or more of any class of stock, warrants, options or debt securities of the applicant. This list must include a description of each such entity's relationship to the applicant.

8. Agreements with Other Parties

Applicants must submit an exhibit identifying all parties with which they have entered into any agreements, arrangements or understandings which relate in any way to the authorization being allocated.

9. Miscellaneous Information

Applicants wishing to submit a statement of verifiable reasons sufficient to justify, and or enhance their chances may do so if they so wish.